

I oppose loosening the rules designed to promote and protect diversity of media ownership. These rules were adopted to ensure that the public would receive a diverse range of viewpoints from the media, and not simply the opinions of a handful of media conglomerates.

I think the idea of loosening the rules is premised on the idea that the media market can regulate itself. However, a large national media company can use the same news throughout its hierarchy and therefore produce news cheaper than a small news operation. However, the small news operation is more likely to cover stories of local interest. Whereas the larger company is more likely to drop local issues and cover national issues, which enables them to lower the cost of producing news. Socially, this is a loss for the consumer, who has less access to local news. And the role of the FCC here is to balance out media competition, by making rules that account for social gains and losses, things that the market itself cannot set properly.